



GREY COUNTY TOURISM DESTINATION DEVELOPMENT ACTION PLAN

2018 Q2 Scorecard

GREY COUNTY STRATEGIC PLAN

Goal 1 - Grow the Grey County Economy

Enhance Grey County's economy by becoming investment ready and promoting Grey County's exceptional economic assets and opportunities

Strategic Initiatives - Implement the Grey County Tourism Destination Development Action Plan

- 1.11 Stakeholder Engagement
- 1.12 Destination Management
- 1.15 Market Research & Tracking

GREY COUNTY TOURISM PRIORITY CALENDAR

- 1 - Accomplish in first and second quarters, Year 1 (Urgent)
- 2 - Accomplish in 3rd and 4th quarters, Year 1 (Immediate)
- 3 - Accomplish in Year 2 (Timely)
- 4 - Accomplish in Year 3 (Extended)

	Priority Level	YEAR 3: 2018-2019			
		Q1: Jan - Mar	Q2: Apr - Jun	Q3: Jul - Sep	Q4: Oct - Dec
PILLAR 1: COMMUNITY ENGAGEMENT					
1. Clean Up and Maintain the Grey County Tourism Stakehold Database	1				
2. Build a Simple Stakeholder Communications Plan	2				
3. Relaunch "Tourism Talks"	2				
4. Make the Industry Website a Useful Tool and Resource	2				
PILLAR 2: DESTINATION MANAGEMENT					
1. Create a Robust Marketing and Communications Plan	1				
2. Embrace the Brand	2				
3. Create a Visiting Friends and Relatives (VFR) Marketing and Communications Campaign	2				
4. Create a Grey County Tourism Mobile Application	3				
5. Facilitate Creation of Packages and Itineraries	4				
6. Create a Simple Experiential Outbound Tour Operator Strategy	4				
PILLAR 3: MARKETING RESEARCH AND TRACKING					
1. Track the Success of the DDAP	1				
2. Track Key Quantitative and Qualitative Metrics and Economic Impact of Tourism	2				
3. Create Profiles of Target Market Audience Groups Using Both Demographics and Psychographics	3				
PILLAR 4. RESOURCE ALLOCATION					
1. Reorganize Tourism Staff Functions	1				
2. Invest in Professional Development	3				

PILLAR 1 - STAKEHOLDER ENGAGEMENT

Facilitate collaboration between stakeholders, provide education and support to tourism businesses and ensure stakeholders are well informed of County activities.

Grey County Tourism Stakeholder Database

KPIs	2017	2018 TARGET	Q2 2018
Number of Listing Updates in the Database	849	-	860 (795 unique)
Self-updates / Annual Update Calls or web search	26 / 849	-	5 / 743

Stakeholder Engagement & Communications

KPIs	2017	2018 TARGET	Q2 2018
Industry Newsletter - Subscriptions	673	725	705
Industry Newsletter - Open / Click through Rates	30% / 3.1 %	30 / 3%	26.4% / 1.7%
Bounce Rates in Newsletter Tool	1%	0%	0.60%

visitgrey.ca / Industry

KPIs	YTD 2017	2018 TARGET	YTD 2018
Pageviews	1,420	2,500	1,501
Session Duration (mins)	1:42	2:30	2:09
Bounce Rate	48.19%	45%	48.92%

Tourism Talks

KPIs	2017	2018 TARGET	Q2 2018
Number of Events	10	6	2
Attendees	469	250	170



PILLAR 1 - STAKEHOLDER ENGAGEMENT

Overview of the 3 Tourism Talk Events

 Wednesday May 2, 2018

 Port Elgin

 Brochure Swap

 115 attendees

 Tuesday June 5, 2018

 Grey County

 Industry Fam

 30 attendees

 Thursday June 7, 2018

 Grey County

 Industry Fam

 25 attendees

"Great work everyone, really enjoyed the day!"



"Great guides at all locations. Appreciated the variety of places we visited, and gathered enough information at the stops to be able to recommend the destinations to tourists."

PILLAR 2 - DESTINATION MANAGEMENT

Management and marketing of Grey County to increase tourism benefits and differentiate the County from its competition.

Marketing & Destination Development Plan

KPIs

Develop Annual Plan to Guide Marketing & Communications

TARGET - Q1 2018

✓ April 11

Sharing with Stakeholders

- ✓ TAC – April 11
- ✓ DMO Working Group – April 12
- ✓ Posted to visitgrey.ca/Industry – April 30

Embrace The Brand

KPIs

Brand Style Guides Distributed - Version 1.0 (Content Creators)

2017

30

2018 TARGET

5

YTD 2018

2

Brand Style Guides Distributed - Summary (partners)

109

15

3

Brand Compliant Marketing

Owned (website, vehicle, publications, tent, banners)

4

7

6

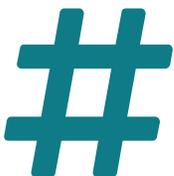
Earned (Advertising, Print / Online)

27 / 20

100%

19 / 4

Social Media Monitoring



#ColourItYourWay
posts:



Facebook mentions are increasing from our partners and businesses. Recent mentions came from *Ride on Bikes, Owen Sound Tourism, Visit Georgian Bay, Scandinave Spa* and *BruceGreySimcoe*.



1,388 photos using that hashtag

PILLAR 2 - DESTINATION MANAGEMENT

Marketing and Communications

Grow local/regional engagement and allow for up to 5% decrease in website visitors. We are targeting a much smaller geography with VFR and niche markets, as opposed to mass GTA marketing in years previous.

Social Media Metrics

KPIs	2017	2018 TARGET	YTD 2018
Facebook Likes	17,792	18,990 (▲5%)	17,883
Instagram Followers	2,637	2,900 (▲5%)	2,809
Twitter Followers	3,897	3,897	4,083

Visitgrey.ca Metrics

KPIs	YTD 2017	2018 TARGET	YTD 2018
Sessions	95,282	260,000	98,122 (▲2.9%)
Users	74,770	195,000	74,785 (▲0.02%)
Average Session Duration (mins)	1:57	2:00	1:45
Bounce Rate	54.66%	54%	58.60%

Newsletters

KPIs	2017	2018 TARGET	Q2 2018
Weekly Events Newsletter – Subscriptions	996	1,050	1,065
Open / Click Through Rates	33% / 1.5%	35% / 3%	34.2% / 2.6% avg
Consumer Newsletter – Subscriptions	3,411	3,580	3,482
Spring Newsletter - Open / Click Through	37.2% / 4.0%	30% / 3.1%	34.3% / 4.9%

PILLAR 2 - DESTINATION MANAGEMENT

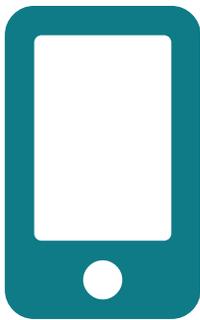
Media Relations

Target – To host media influencers with at least 5,000 followers and who will consistently provide at least 600 likes in order to increase engagement (likes/comments/shares).

KPIs

Q2 2018

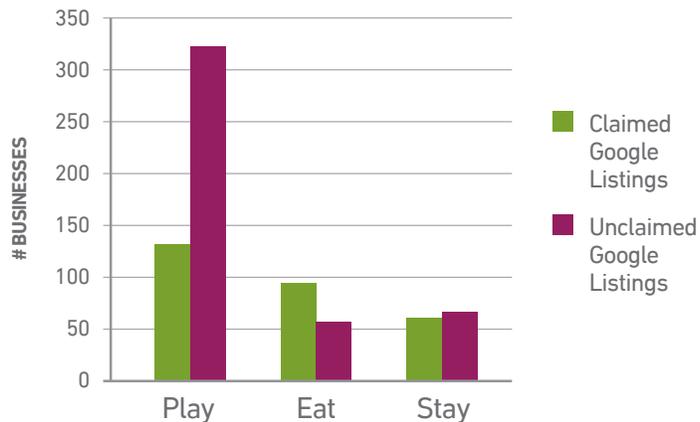
Social Influencers (averages)			
1 media hosted (Jennifer Weatherhead)	-	✓	✓
Ave # Followers	-	11,400	12,200
# Posts / Stories	-	3	1
Views / likes (per post)	-	690	120
Comments (per post)	-	28	3



Tourism Mobile Application

- Inventory completed of visitgrey.ca listings who have claimed google places
- Mapping applications are being tested by IT & GIS staff
- Next steps: Encouraging businesses & public land agencies to claim their listings (workshop)
- Finalize mapping applications and embed into visitgrey.ca

visitgrey.ca Listings



PILLAR 3 - MARKET RESEARCH & TRACKING

Track key quantitative and qualitative metrics and economic impact of tourism and measure success of the DDAP

DDAP Tracking

KPIs	2017	Q1 2018	Q2 2018
2017 Year End Report Card to TAC/County Council	✓	✓	-
Quarterly Scorecard brought to TAC	-	✓	✓

Quantitative and Qualitative Metrics and Economic Impact of Tourism

KPIs	2017	Q1 2018	Q2 2018
Dashboard on the state of tourism produced based on Industry Surveys	-	-	-
Annual Event & Attraction Tracking (2017)	-	✓	-
Updated Market Research & Tracking Metrics Summary	-	-	✓

Create Profiles of Target Market Audience Groups

KPIs	2017	Q1 2018	Q2 2018
Postal codes provided by Blue Mountain Cluster partners	-	✓	-
Profiles run for Blue Mountain Cluster partners	-	-	✓

PILLAR 4 - RESOURCE ALLOCATION

To create the most effective tourism team at Grey County.

Industry/Professional Development Sessions Attended (Presented)

- TIAO/TIAC Tourism Week Mega Event / AGMs – Ottawa, May – Bryan Plumstead
- Grey County Tourism 2 day Familiarization Tour – Grey County, June – (hosted by Alison Theodore, Heather Aljoe, Bryan Plumstead)
- RT07 Annual Wrap Up Meeting – Lora Bay, June – Alison Theodore, Heather Aljoe, Bryan Plumstead